

Rep Order# 6865825 Ver# 1 Status New  
EC'd No

Traffic Order# 215611  
Printed: 10/19/2012 12:54 PM  
Last Received: 10/19/2012 12:51 PM  
Showing Buylines: All Lines

1 of 2

Station WOTV-TV GRAND RAPIDS/KALAMAZO  
Advertiser ( ) HOEKSTRA FOR SENATE  
Product HOEKSTRA FOR U.S.  
Estimate#  
Buyer LIZ BRADENDER  
Phone#  
Fax#

Agency ( ) BRABENDER COX  
1218 GRANDVIEW AVE, 1ST FLOOR  
PITTSBURGH, PA 15211  
Agency C/P1/P2/E  
Flight Dates 10/22/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) IAN AMBRON  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SENATE SC=\*

--- REMARKS ---

NEW ORDER  
PLS CONFIRM  
CATHY FOR IAN

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU, TH-F	7A-9A	GMA	:30	\$25.00	10/23-10/26	3	1	3	\$75.00	
	2	M-TU	7A-9A	GMA	:30	\$25.00	10/29-10/30	2	1	2	\$50.00	
	3	TU-F	4P-5P	DOCTORS	:30	\$25.00	10/23-10/26	4	1	4	\$100.00	
	4	M-TU	4P-5P	DOCTORS	:30	\$25.00	10/29-10/30	2	1	2	\$50.00	
	5	M-W-F	6P-630P	NEWS	:30	\$25.00	10/22-10/26	4	1	4	\$100.00	
	6	TU-W-F	630P-7P	NEWS	:30	\$100.00	10/23-10/26	3	1	3	\$300.00	
	7	M-TU	630P-7P	NEWS	:30	\$100.00	10/29-10/30	2	1	2	\$200.00	
	8	M,W,F	7P-8P	RULES	:30	\$50.00	10/22-10/26	3	1	3	\$150.00	
	9	M	7P-8P	RULES	:30	\$50.00	10/29-10/29	1	1	1	\$50.00	
	10	SA	8A-9A	GMA	:30	\$25.00	10/27-10/27	1	1	1	\$25.00	
	11	SA	6P-7P	NEWS	:30	\$50.00	10/27-10/27	1	1	1	\$50.00	
	12	SU	8A-9A	GMA	:30	\$25.00	10/28-10/28	1	1	1	\$25.00	

Rep Order# 6865825 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/19/2012 12:54 PM  
Last Received: 10/19/2012 12:51 PM  
Showing Buylines: All Lines

Station WOTV-TV GRAND RAPIDS/KALAMAZO  
Advertiser ( ) HOEKSTRA FOR SENATE  
Product HOEKSTRA FOR U.S.  
Estimate#  
Buyer LIZ BRADENDER  
Phone#  
Fax#

Agency ( ) BRABENDER COX  
1218 GRANDVIEW AVE, 1ST FLOOR  
PITTSBURGH, PA 15211  
Agency C/P1/P2/E  
Flight Dates 10/22/2012 - 10/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) IAN AMBRON  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	SU	6P-630P	NEWS	:30	\$100.00	10/28-10/28	1	1	1	\$100.00	
	14	TU	6P-630P	NEWS	:30	\$25.00	10/30-10/30	1	1	1	\$25.00	

---REPORT TOTALS---

Report Totals: 29 / \$1,300.00

---SALES MONTHLY TOTALS---

Oct 12: 21 / \$925.00 Nov 12: 8 / \$375.00

Sales Totals: 29 / \$1,300.00

Station Totals: 29 / \$1,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$1,300

CATV 0% WOOD 0% WOTV 100%  
WXSP 0% WZPX 0% WZZM 0%

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null  
Demos RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

---CREDIT RISK---

CASH IN ADVANCE